MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMK 3084 – MARKETING RESEARCH

(All sections / Groups)

15 FEBRUARY 2023
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

List and discuss at least five specific criteria that are essential for evaluating secondary data.

(25 marks)

QUESTION 2

Discuss what the researcher expects to gain from pretesting the questionnaire.

(25 marks)

QUESTION 3

Discuss the considerations that should be made when choosing between nonprobability sampling versus probability sampling for a market research study.

(25 marks)

QUESTION 4

Discuss the ethical issues related to data preparation and analysis.

(25 marks)

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